

# Bolivia – Santa Cruz

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET



The Bolivia – Santa Cruz GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Bolivia could include in a comprehensive tobacco control program. The Bolivia – Santa Cruz GYTS was a school-based survey of students in Primero secundaria, Segundo secundaria, Tercero secundaria, Cuarto secundaria and Octavo de primaria conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Santa Cruz. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 95%, the student response rate was 78.4%, and the overall response rate was 74.5%. A total of 1,275 students participated in the Bolivia – Santa Cruz GYTS.

## Prevalence

55.0% of students had ever smoked cigarettes (Boy = 60.9%, Girl = 48.3%)  
 31.3% currently use any tobacco product (Boy = 36.1%, Girl = 25.9%)  
 27.9% currently smoke cigarettes (Boy = 34.2%, Girl = 21.1%)  
 10.7% currently use other tobacco products (Boy = 12.0%, Girl = 9.3%)  
 29.5% of never smokers are likely to initiate smoking next year

## Knowledge and Attitudes

21.9% think boys and 16.8% think girls who smoke have more friends  
 16.5% think boys and 15.9% think girls who smoke look more attractive

## Access and Availability - Current Smokers

13.1% usually smoke at home  
 48.9% buy cigarettes in a store  
 76.8% who bought cigarettes in a store were NOT refused purchase because of their age

## Environmental Tobacco Smoke

52.3% live in homes where others smoke in their presence  
 62.9% are around others who smoke in places outside their home  
 78.6% think smoking should be banned from public places  
 58.0% think smoke from others is harmful to them  
 47.8% have one or more parents who smoke  
 13.3% have most or all friends who smoke

## Cessation - Current Smokers

72.9% want to stop smoking  
 76.8% tried to stop smoking during the past year  
 75.8% have ever received help to stop smoking

## Media and Advertising

74.0% saw anti-smoking media messages, in the past 30 days  
 83.2% saw pro-cigarette ads on billboards, in the past 30 days  
 79.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 14.0% have an object with a cigarette brand logo  
 13.4% were offered free cigarettes by a tobacco company representative

## School

53.2% had been taught in class, during the past year, about the dangers of smoking  
 23.8% had discussed in class, during the past year, reasons why people their age smoke  
 41.0% had been taught in class, during the past year, the effects of tobacco use

## Highlights

- 31% of the students currently use any form of tobacco; 28% of the students currently smoke cigarettes; 11% currently use some other form of tobacco.
- ETS exposure is high –over half the students live in homes where others smoke and approximately 6 out of 8 are exposed to smoke around others outside of the home; almost half of the students have a parent who smokes and one in five students have friends who smoke.
- Over half of the students think smoke from others is harmful to them.
- 6 out of 8 current smokers want to stop smoking.
- 13% of the students were offered a free cigarette by a tobacco company representative.
- Over 6 in 8 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads in the past 30 days.